

Part 1

Planning your project

Everything
you need
to know



Crowdfunder



@crowdfunderuk



support@crowdfunder.co.uk



Santander



Crowdfunder.co.uk

Introduction

"Raise funds to make your great idea happen.

If you are a community group, a business, a charity, a social enterprise, a sports club, or a person with the spark of an idea that you want to make happen, then we can help you fund it.

We have worked with thousands of people to raise millions of pounds with the power of the Crowd. We've learned a lot about how to prepare, build, create and fund successful crowdfunding projects.

When people come together, great things happen. Change your world."



Phil Geraghty, Managing Director
Crowdfunder.co.uk

How crowdfunding works



1.

Create your unique project page on [crowdfunder.co.uk](https://www.crowdfunder.co.uk), explaining your idea. Set a target and how long you need to reach it.



2.

Spread the word to friends, professional contacts and others in your community, telling everyone you know about the project.



3.

People who like your idea donate or pledge money in return for a reward that they'll receive once your project succeeds.

Benefits of crowdfunding



Validation

Crowdfunding is a fantastic way to test your idea. A successful project proves there is demand for what you're doing, and gives you confidence in your idea. Having a successful crowdfunding campaign can also help to secure future investment. It proves that you know what you're doing.



Awareness

Running a project on Crowdfunder can raise your profile in a big way. Think of the funding period as an intensive marketing exercise and an opportunity to try out new ways of promoting yourselves, expanding your experience and expertise at the same time.



Advocates

Crowdfunding is for life, not just for fundraising. The people who support you on Crowdfunder become your customers, volunteers and members. Your supporters take part in the journey, meaning they make incredible ambassadors for you in the future.



Unlock extra funding

There is extra money available for projects from a range of partners on Crowdfunder - money that goes towards your target, just like the money from the Crowd. Santander has £200,000 to support Changemakers who turn to the Crowd to make great ideas happen. This is a fund to help social enterprises, small charities and community groups to deliver projects in the UK that create innovative solutions to improve communities. [Find out how to get up to £10,000 for your project](#)

Changemaker - Zuzanna Kuc, [Access Aspiration](#)

"Santander funding was an unexpected surprise, Crowdfunder was the bridge that linked us and facilitated their £10,000 donation and stretched our target. This meant that not only will we be able to provide Whitefield School with a free annual programme, but also extend this support in 2018."

Making a plan

We know that launching your first Crowdfunder project is an exciting and unique experience. But don't forget that lots of work goes into building a great campaign before launch day.

This is your crowdfunding project, so it's up to you to make sure you have everything lined up and ready to go before launching. You might want to use a simple checklist list or dive into the detail with a spreadsheet; it's your call.

You'll build your plan as you work through this pack, adding other tasks that are specific to your Crowdfunder campaign. To get you started, here's our checklist with all the essentials:

Checklist

Assign roles

Edit your video

Draw your network map

Brainstorm rewards

List influencers

Refine rewards list

Identify super-backers

Set your target

Nurture Crowd

Plan project timeline

Bullet point key messages

Marketing preparation

Choose title

Warm up your Crowd

Add project image

Plan launch

Write description

Line up first 10 pledges

Add visual content

Get funded

Plan your video

Shoot the footage

Key action

Use a calendar to prioritise and map out deadlines for each task, showing what needs to be done by when. Try your best to stick to those dates to stay on track.

Skills you'll need

Think about your strengths and weaknesses – are there any gaps in your own skillset that need to be filled?

It's a good idea to share the load when running a crowdfunding project and find people to help with specific tasks. It can sometimes feel like a lot of work for one person to do alone, so delegating can free up more of your time to focus on driving the project forward.

Run through the list of skills that you need to outsource and think about anyone you know who has experience or expertise in that area.

The core team behind great Crowdfunder projects is usually made up of 2–5 key people, so think about who you want on board and start those conversations!



Project leader



Videographer



Content writer



Networker



Industry expert



Social whizz



Creative



Marketeer

"Gather your team together for group brainstorming sessions on telling your story, offering rewards and spreading the word."



Si Walker, Coach
Crowdfunder.co.uk

"People can fill more than one role if that's where their skillset lies."

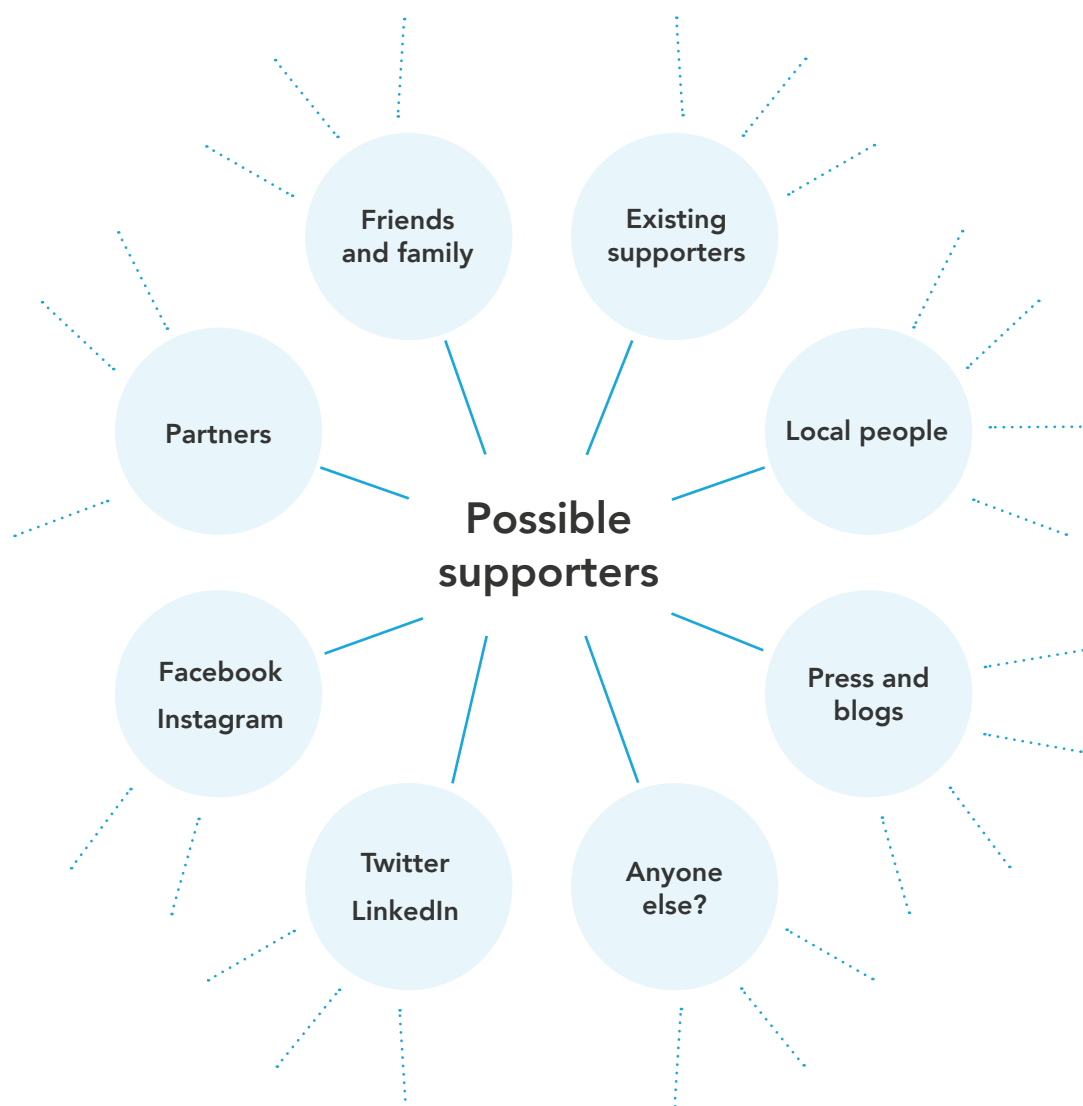
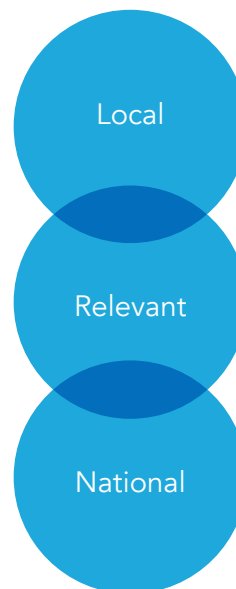


Sami Mauer, Coach
Crowdfunder.co.uk

Identifying your Crowd

You will need to engage with your personal and professional contacts to make your project a success. Usually your friends and family will be the first to pledge, with new audiences coming later. Let's look at the big picture first.

The best way to start is to gather your team together and start drawing a map of your network. Using this network map template will give you a much fuller picture of the shape and size of your Crowd. Start by noting down everyone you know, all of your key contacts and any groups you're connected to. Then think about who those people might know and keep expanding your network map accordingly! This will be the basis for all the key elements you'll be creating next, so leave nothing out.



Nurturing your Crowd

Who's missing from your network map? Identify any groups or individuals you'd like reach, but haven't yet connected with.

It's also important to make sure you engage with everyone already on the list, so your channels of communication are open and active. If you haven't spoken to a particular group in a while, now is the time to get back in touch.

Changemaker - Anna Richards, [Maymessy CIC](#) "Talk to the local people in the area you are crowdfunding for - there is so much support out there and some very generous people."



Personal contacts

Speak with your friends and family to tell them about your upcoming project launch. It'll make them feel valued and will save you time explaining what you're up to later.



Social media

Get active and build your audience on Facebook, Twitter and Instagram before going live – don't wait until you launch to start engaging. You could even run a competition and give away some sort of prize to reach new audiences. If you don't have a Facebook page for your project, set one up as early as possible.



Local people

If your project is targeted towards a specific location, spend some time attending events and talking to local people to raise awareness. Collect business cards and email addresses, get networking!



Existing supporters

As these people have already engaged with your project, they're a fantastic group to nurture. Giving them an 'exclusive' early opportunity to see your new idea is a good way to keep them on board.



Relevant groups

Become active in forums and online groups that are used by your target audience. You can find lots of groups on Facebook and LinkedIn. Remember to engage with comments and ask questions, don't just talk about your project.



Website

If you're really tech-savvy, you could build a landing page on your website with a 'coming soon' message to capture interest with an opt-in box. It's a good idea to offer something in return for an email address, such as exclusive offers or free content. [Launchrock](#) is one useful tool you can use.

Recap

Let's recap what you've achieved already:

- ✓ Created your own unique checklist
- ✓ Identified your Crowd
- ✓ Plotted your key activities onto a calendar
- ✓ Started nurturing your Crowd
- ✓ Assigned key roles and responsibilities

Next step

You're now through the planning stage and ready to start creating your project page on Crowdfunder.

Start crowdfunding

www.crowdfunder.co.uk/start-crowdfunding

Our [online community](http://community.crowdfunder.co.uk) is full of useful tips and advice for planning, creating and running your project.

community.crowdfunder.co.uk

"I'm tempted to say that crowdfunding is more about everything else than the money you raise. It acts as a seal of approval for your idea – you get buy-in from a whole lot of people, those that contribute but also those that are willing to share it through their networks. Beyond that, it depends who is in your Crowd – off the back of our campaign, we gained clients, people who've supported us in continuing to develop Snact, people who have introduced us to others who've since become key to our growth, people who've offered to help us. It's incredible how helpful people have been!"



Ilana Taub, Co-founder
Snact



Up next:
Part 2 'Creating your project'



Have any questions so far?

You can reach us at
support@crowdfunder.co.uk

We always love to hear feedback, so let us know how we can make this pack better.